

eCircle is chosen to manage Halfords' digital communication strategy

London, 28th April 2009. Halfords, the UK's leading automotive and leisure products retailer has appointed digital direct marketing company eCircle as its first email marketing partner following a competitive pitch process.

Tasked with increasing customer loyalty and driving traffic to Halfords' website, eCircle will manage the retailer's email programme and focus on expanding its customer and prospect database. eCircle will initially work with Halfords to create a competition page on their website and will broadcast newsletters containing offers and product information to their customers.

Halfords will use eCircle's recently re-launched email marketing software eC-messenger which continually monitors spam complaints and provides a clear picture of the data at all times.

Halfords is the latest win in the retail sector for eCircle, following its appointment by furniture retailer Harvey's and Karen Millen.

Claire Glassborow, Web Manager, Halfords.com commented;

"We took the decision to outsource our email communication programme because we wanted to utilise the expertise of eCircle in this area. The newsletter they are implementing for us is a great opportunity for us to communicate on a more personal level with our customers and where possible reward them. eCircle has an impressive reputation and understood our requirements fully. We look forward to seeing the results of the first campaign."

Simon Bowker, Managing Director of eCircle added:

"This year it's essential for retailers to communicate with customers at every touchpoint and we will be working closely with Halfords to achieve this. Expanding their email marketing campaign will allow them to reach and communicate with a broader customer base. eCircle has had a really good start to the year and it is fantastic to have been chosen by another high profile client. We look forward to a long working relationship with Halfords."

Ends

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Notes to the Editors

About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

About Halfords

The Group employs in excess of 10,500 staff and sells over 10,000 different product lines, ranging from car parts and cycles through to the latest in-car technology, alloy wheels, child seats, roof boxes and outdoor leisure and camping equipment. Halfords' own brands include Ripspeed, for car enhancement and Bikehut, for cycles and cycling accessories, including the Apollo and Carrera brands. Two further premium brands were added during 2008; Boardman cycles and accessories, where Halfords has exclusive UK distribution rights, and URBAN Escape for camping equipment. Operating from 455 stores, including four stores in the Czech Republic, 25 smaller format, neighbourhood stores and six standalone cycle stores, Halfords offers a "wefit" service for car parts, child seats, satellite navigation and in-car entertainment systems, and a "wepair" service for cycles. Halfords: shop in store, buy on line, or use the new "Reserve & Collect" service to acquire products on line at www.halfords.com.

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